



AMI Enabled End-to-End EV Programs

Increase Customer
Satisfaction

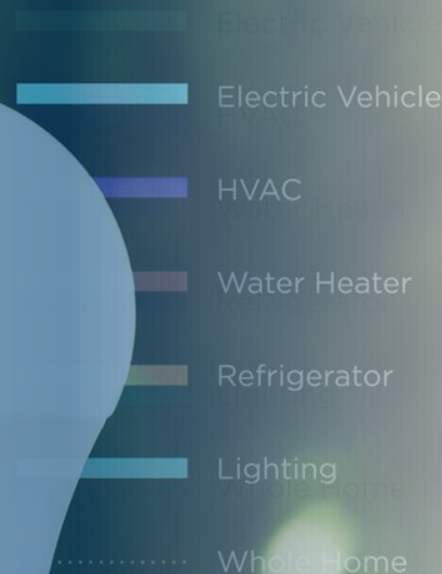
Drive
Strategic
Goals

WHO WE ARE

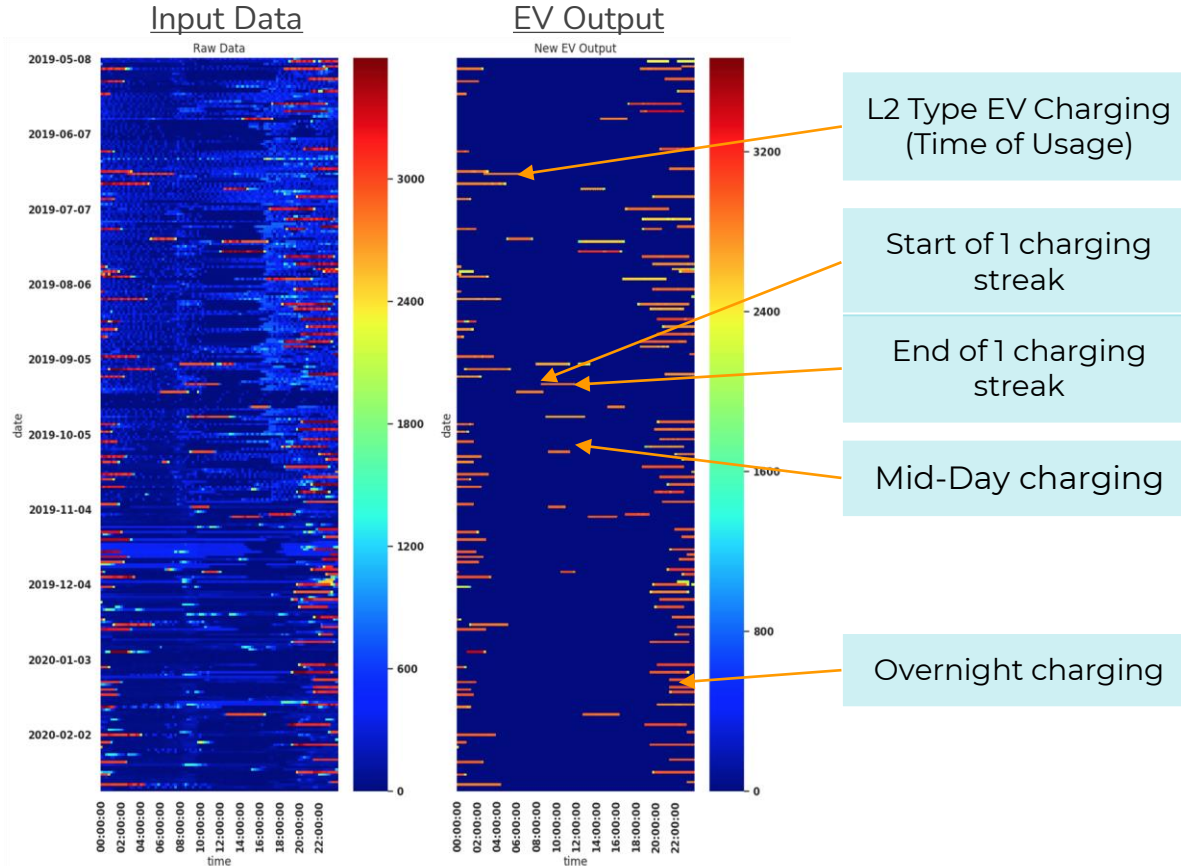


is an AI-powered SaaS company based in the Silicon Valley.

Bidgely's mission is to accelerate a clean energy future by enabling utilities and consumers to make data-driven energy decisions.



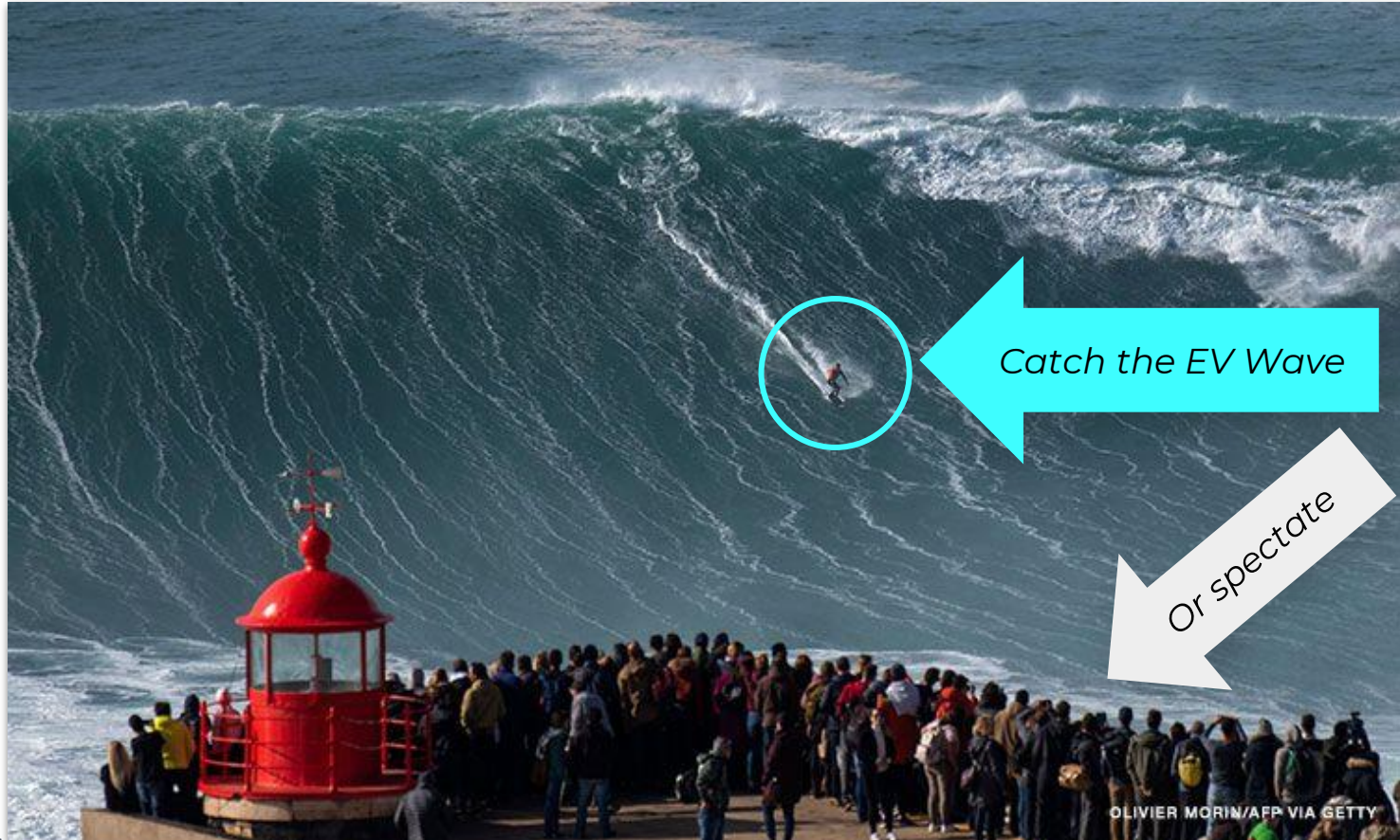
PATENTED AND MOST ADVANCED EV DISAGGREGATION



User Attributes

Charger Type	L2
Amplitude	11900 W
# runs peak hours (winter)	3
Consumption Peak Hours (winter)	64.437 kWh
# runs peak hours (summer)	10
Consumption Peak Hours (summer)	425.814 kWh
Interval start-end time (avg)	8pm - 4am
Charging frequency (avg)	4 times / week
Load profile and flexibility analysis	

NOW IS THE TIME FOR ILLINOIS TO:



BIDGELY'S PRINCIPLES FOR EV PROGRAMS



**Leverage AMI &
Existing
Technologies**



**Engage Maximum
Amount of
Customers**



**Value Customer
Choice**



**Provide the Most
Value**



Value Scalability

Electrification

- Buying Propensity
- Customer Education
- Promote Purchase
- Smart Charger deals

Customer Engagement

- EV Detection
- Rate Plan Adoption
- Behavioral Load Shift
- Managed Load Shift

CUSTOMER ENGAGEMENT

LOAD BALANCING

Load Shifting

- Peak use detection
- Participant Targeting & Enrollment
- Resi and commercial load shifting
 - Behavioral Shift
 - Managed Charging
 - Incentive based load shift



ANALYTICS / AWB

Load Forecasting Input

- Historical trends
- Real Time Load Info
- Forecasting
- Telematics

Grid Analytics

- Hotspots
- TOU Charging
- Feeder/Transf. Load An.

User Analytics

- EV Detection
- PK/OP Pricing
- Time/Location charging
- Load Shift Verification
- Share data w/other tools

Rate Design Input

- Charge Analysis (based on TOU / Region)
- Provide inputs for Rate Simulation

BIDGELY EV ANALYTICS: CUSTOMER 360 & GRID



Customer Charging Attributes Identified by Bidgely:

* Opt-out using AMI for all customers

**Opt-in for customers who also connect to car API

Charger Type	L2
Amplitude	11,900 W
# runs peak hours (winter)	3
Consumption Peak Hours (winter)	64.437 kWh
# runs peak hours (summer)	10
Consumption Peak Hours (summer)	425.814 kWh
Interval start-end time (avg)	8pm - 4am
Charging frequency (avg)	4 times / week
Location of Charge**	Home*
Load profile and flexibility analysis	



Grid Charging Attributes Identified by Bidgely:

*Dependent on the availability of the submeter data from public charging stations or feeder level data
**Utility provided mapping

Percentage of Chargers Types	80% Lvl 2
Total Charging Consumption (by region, zip, substation, feeder)*	1,1700,000 W
Substation EV Load	48,000 W
Feeder EV Load	10,000 W
Transformer** EV Load	5,000 W
EV Load Forecast (on-demand, monthly)	50,000,000 W
Percentage of Customers Charging On Peak (by season)	78%
Geographies with High Charging	79237, 44383, 00001

TRANSITION FROM PRE-to-POST EV EASILY

What we need EV customers to do once they have purchases:

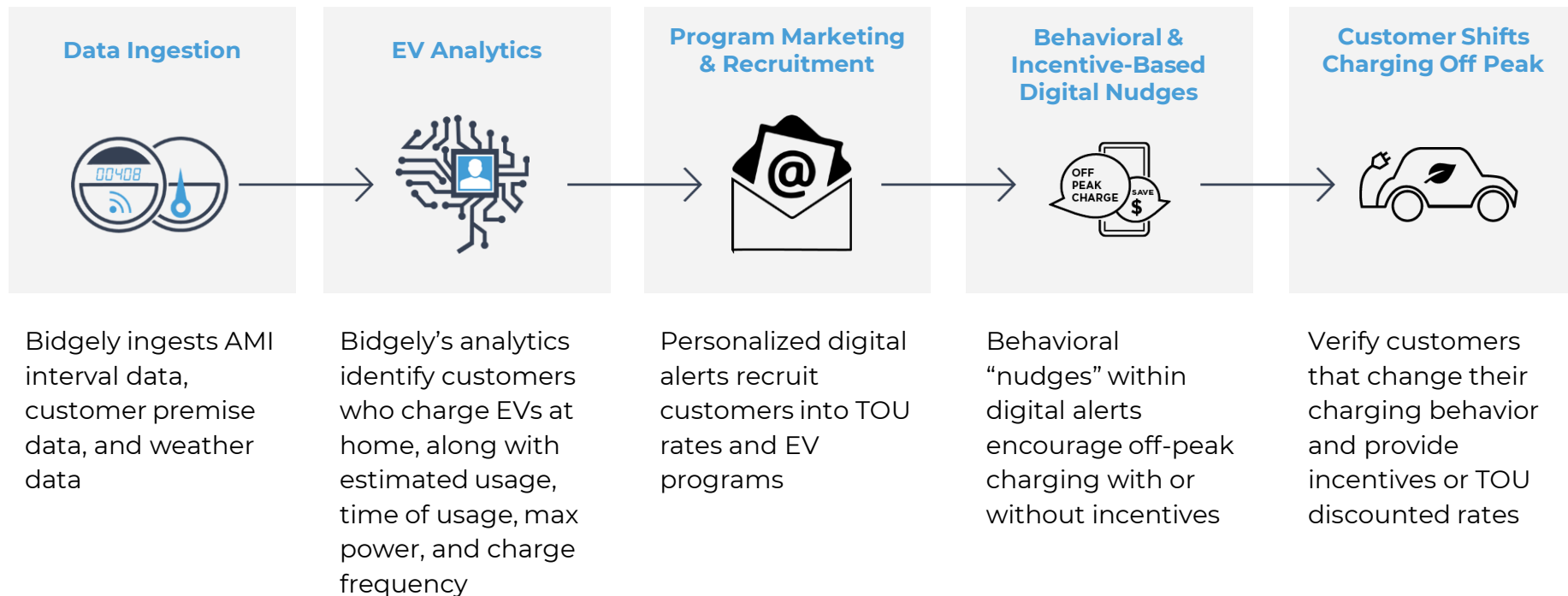
- Get on the right EV rate plan
- Load Balance their EV Charging
- Enroll in Vehicle to Grid (in the future)
- Buy EV chargers, solar, battery storage and more
- Build a customer relationship to improve satisfaction

What EV Customers get from Bidgely:



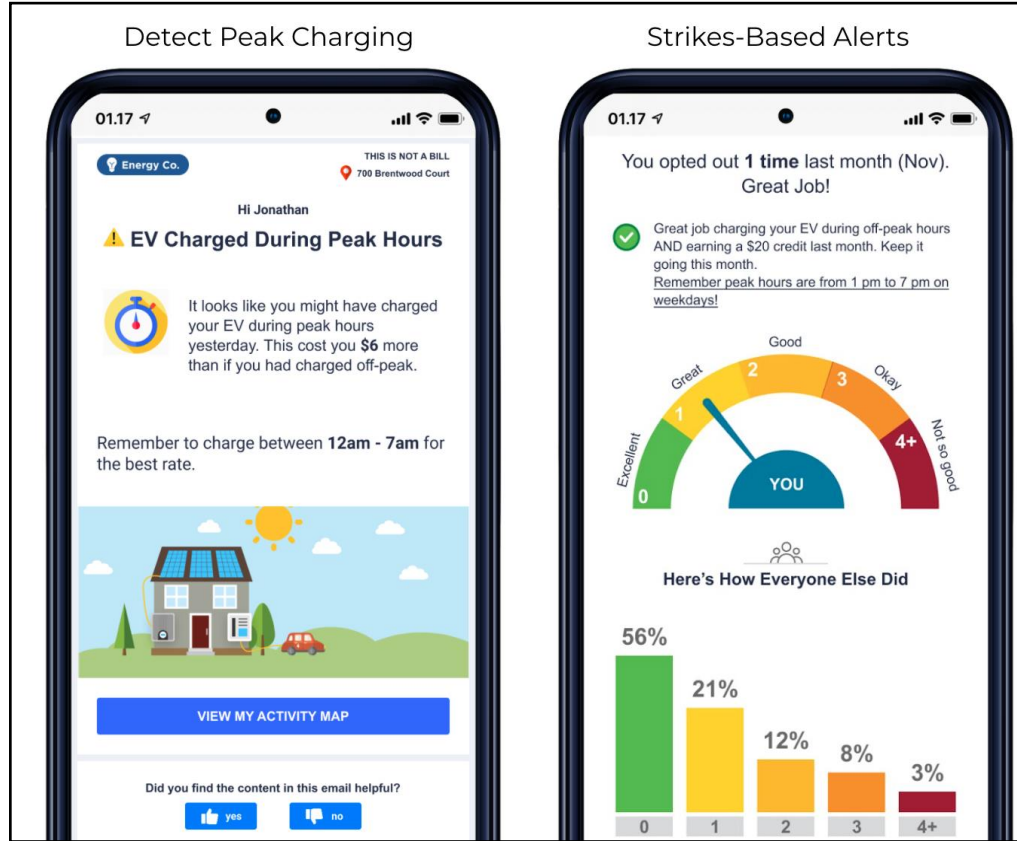
- EV detection
- New Driver Welcome kit
- Peak Charge Alerts and detailed charging information
- Dedicated EV charging monthly reports

HOLISTIC EV JOURNEY



BEHAVIORAL LOAD SHIFTING

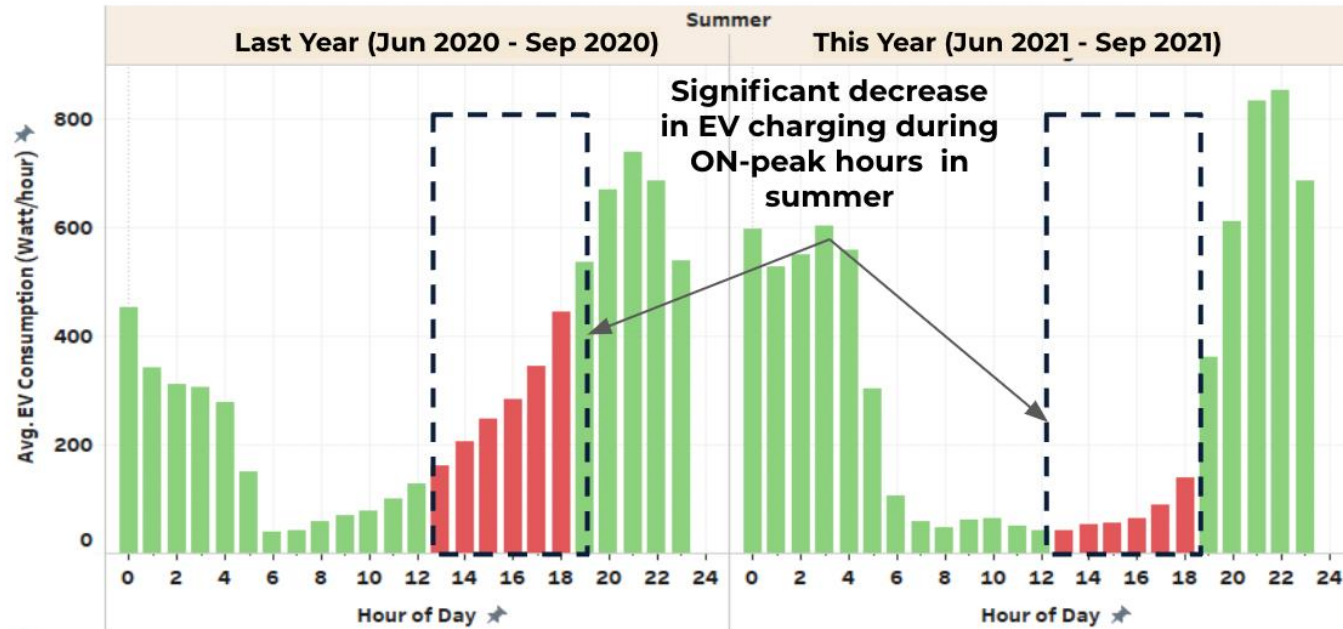
1. STRONG CALL TO ACTION TO FURTHER ENGAGEMENT



1. REINFORCE REWARD AND POSITIVE BEHAVIOUR
1. EXPLICIT CALL TO ACTION

PROVEN RESULTS

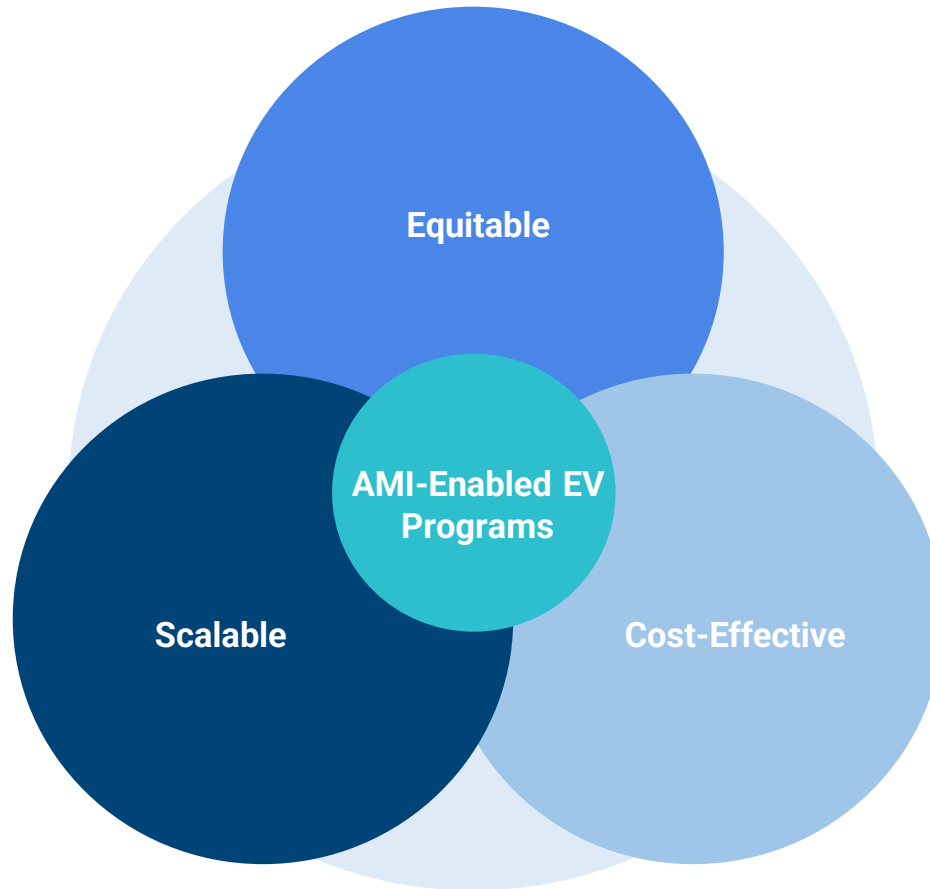
- Behavioral “strikes”-based program
- Resulted in 75% reduction in on-peak charging



THE ROAD TO REALIZING THE OPPORTUNITY



AMI-ENABLED EV PROGRAMS





Questions?



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